

Overall Organization Budget: Large Community overall budget (over \$500,000)

Submission Category: Online Media

Organization: Visit Kansas City, KS

Who worked on this Project (internal/external): Visit Kansas City, KS and SimpleView Inc. Both

Integrated Components or Type:

Project Description: Visit Kansas City, KS Blog Homepage Redesign

Project Goals: We had several goals we wanted to achieve with our KCK Insiders Blog makeover

- To create a blog homepage that houses all of our blog content
- Create a blog homepage that is inviting, easy to navigate and inspires visitors to click through, read more, take action
- Providing room for photography to really tell the story and building a layout that organize blogs in a way that make sense for visitors
- Building out widgets and features that can really highlight blogs when needed
- Curating a

Problem to Overcome: Essentially by building a blog homepage, we were able to visually layout our curated content in a way that is easier for visitors to find and navigate through our blogs and allow us to customize how we feature our blogs.

Background: When we did a website redesign back in 2016, our blog was a basic page with several links to blogs. It was visually displeasing, very unorganized and hard to navigate and find inspiration. The blog homepage took three months to complete and recently launched in June. It is still a work in progress as we continue to add new blogs and features.

Community Resources: We continue to work with our local partners to feature them in our blogs. We also work with local bloggers and social influencers to curate content. We use an SEO report to help us fill in content that visitors are searching for but is missing from our website.

Results: Since the Blog Homepage launch in June we've had 3,896 pageviews with an average time on page of 1 minute and 30 seconds. Last year, during the same time frame we had a total of 1,721 page views on our blog page. Our website Google Analytics tell us that visitors are navigating from one blog to another which makes us believe the Blog homepage is performing well.

Web Link: <https://www.visitkansascityks.com/blog/home/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/2019-Online-Marketing-Entry-Blog-Homepage.pdf

Comments: Our blog homepage and blogs can all be viewed on our website at <https://www.visitkansascityks.com/blog/home/>